

DDD Commission Meeting
October 12, 2010, 8:00 a.m.

Shaw Center for the Arts, LSU Museum of Art, Turner Gallery, 3rd Floor

Attending: Cheri Ausberry, Norman Chenevert, Derrell Cohoon, Fran Gladden, Van Mayhall, Danny Montelaro, Chris Nichols

Others in Attendance: Copper Alvarez, James Andermann, Chris Andrews, Stephen Arceneaux, Paul Arrigo, Rita Baillie, Brooke Barnett, Jeffrey Beck, Cory Belden, Carolyn Bennett, Charles Bennett, Frances Bennett, Denver Benton, Gary Black, Rebecca Bonnet, Mignon Bosse, Chip Boyles, Carl Dabade, Dave Briggs, Mary Kay Brown, Mike Bruce, Eddie Budd, Jimmy Burland, Erin Bush, Chad Calder, Patricia Calfee, Wanda Calkins, Gayle Carnahan, Erin Cocharn, Tim Cockerham, Cpl. Don Coppola, Helena Cunningham, Kevin Cunningham, Lt. Carl Dabadie, Sandra Daire, Melissa Daly, Chad Danos, John Davies, Nedra Davis, Angela DeGravelles, Rachel DiResto, Maggie Drake, Mary Durusau, Scott Dyer, Barbara Anne Eaton, Kendrick Ebanks, Sarah Edel, Jon Elvert, David Farrar, Betsy Fazekas, Derek Fitch, Judy Foust, Marston Fowler, Sarah Friedmann, Steve Fuller, Joey Furr, Scott Gaskin, Bryan Gerace, Debbie Gill, Brian Goad, Trey Godfrey, Jessica Golebiowski, Krista Goodin, Kathleen Gordon, Derek Gordon, Selena Grant, Ranah Gray, Francis Grayson, Jill Green, Lani Guilbeau, Becky Gustafson, Fr. Hall, John O. Hearin, Katherine Herald, Ryan Holcomb, Tom Holden, Jake Holinga, Eric Holley, Capt. Virginia Holmes, Mona Holthaus, Krista Howard, Nick Huff, Nicole Huffstetier, Ed Jenkins, John Kaufman, Bridget Kerley, Ashley LaBorde, Debbie Lapeyrouse, Beverly LeBeau, Rose Marie Leleaux, Jin Lee, Justin Lemoine, Tom Livesay, Jason Lockhart, Diane Losavio, Chris Maggie, Stephanie Manson, Lauralyn Maranto, Phyllis Meyer, Jeff Michie, BJ Militello, Travis Moore, Bryce Moreland, Robyn Morrison, Pauline Moss, Fr. Pat Muscarella, Mikeila Nagura, Richard Neal, Gordon Nelson, Brent Nettles, Ross Nugent, Abigail Omojola, Rose Marie LeLeaux, Johnny Palazzotto, Ron Pascual, Emily Patrick, Gary Perilloux, Lisa Perron, Beth Phillips, Ashley Pierce, Robert Poole, Skipper Post, Stuart Poulton, Richard Preis, Tina Rance, Margaret Read, Davis Rhorer, Sage Robert, Erin Rolfs, Darlene Rowland, Kerry Ruiz, Samuel Sanders, Kathy Scherer, John Schneider, Joseph Scott, Larry Selders, Casey Sessums, Ann Shaneyfelt, Darlene Shingleur, Lorraine Slade, Lisa Smith, John Smith, John Snow, Kelly Spell, Karen Stagg, Bill Stark, Dawn Starns, Mary Stein, Jennifer Stenhouse, Kelly Stutes, Jan Sumrall, Cherry Talbert, Ben Taylor, Boo Thomas, Genny Nadley Thomas, Michael Thomassie, Sally Thompson, Archie Tiner, Jr., Clark Vega, Gabe Vicknair, Kathy Victorian, Jonathan Walker, Elizabeth Weinstein, Adam Werth, Derek White, Councilwoman Tara Wicker, Cannon Wiest, Bubba Willis, Erin Wood, Kelly Zimmerman

1. Mr. Van Mayhall called the meeting to order.
2. Mr. Van Mayhall declared a quorum.
3. Mr. Cohoon moved to approve the agenda, Mr. Chenevert seconded and the agenda was approved.
4. Mr. Chenevert moved to approve the September 14, 2010 minutes, Mr. Cohoon seconded and the minutes were approved.

Mr. Rhorer thanked Mr. Tom Livesay for hosting the October DDD Commission meeting at the LSU Museum of Art. Mr. Livesay welcomed everyone to the museum and encouraged them to view the exhibit following the meeting.

5. Board Action – There was no board action.

6a. Governmental Issues – DDD Tax Renewal – The Commission viewed, via Power Point, a collage of images of past newspaper articles feature downtown developments. Mr. Rhorer informed the Commission that the DDD tax renewal passed with a 77% approval rating, the renewal tax begins in 2012. Mr. Rhorer thanked the board and stakeholders for their support and briefed the Commission on the 2010 awards that the DDD has been presented.

- 2010 Merit Award Winner- North Boulevard Town Square - American Society of Landscape Architects, Louisiana Chapter
- 2010 The Dr. Robert S. Reich - Service to the Profession and Patron of Landscape Architecture Award by The Louisiana Chapter of the American Society of Landscape Architects - Davis Rhorer.
- 2010 World Congress of Downtown and Town Centres - Selected presenter - 'A Tail of Two Cities' - at the International Convention in London - Davis Rhorer.
- 2010 Foundation for Historical Louisiana award winner for the Third Street National Historic District - Davis Rhorer, Van Mayhall, Jr, DDD Commission and Staff.
- 2010 Great Places in Louisiana award winner by AARP and Center for Planning Excellence - Downtown Development District.
- 2010 International Downtown Association Merit Award Winner - The 'Greening' of Downtown Baton Rouge Initiatives - Downtown Development District
- 2010 Louisiana Chapter of American Institute of Architects Patron of Architecture Award - Louisiana Architecture Foundation - Davis Rhorer

Public Safety Issues – The Commission viewed, via Power Point, a photograph of City Police vehicle. Mr. Rhorer introduced Lt. Carl Dabadie, Baton Rouge City Police. Lt. Dabadie expressed that the City Police has increased their efforts in public safety in addition to the current patrolling. Mr. Chenevert announced that the contract for the police storefront space on Third Street has been completed. Construction is anticipated to begin within 30 days and should be complete near the year's end. Mr. Rhorer announced that the DDD has met with downtown stakeholders and Beauregard Town Civic Association (BTCA) regarding security issues and complemented BTCA for their efforts.

6b. Development Initiatives – Brace Godfrey Recognition – The Commission viewed, via Power Point, photographs of Brace Godfrey, Kress building, Cyntreniks building and commemorative table. Ms. Copper Alvarez informed the Commission that a table top was created in honor of Brace Godfrey and designed representing his beliefs. Donations were also collected in his honor and were dedicated to the youth project programs and youth outreach efforts that Mr. Godfrey supported. Ms. Alvarez thanked the donors and everyone involved with the project.

DDD 2011 Budget / Strategic Plan – The Commission viewed, via Power Point, an image of the DDD logo and proposed renderings of current projects. Each Commissioner received a copy of the proposed 2011 budget, Goals and Objectives and strategies.

Mr. Van Mayhall informed the Commission that the strategic goals document consists of long range goals to be considered over the next few years and there will be a presentation at the November board meeting. Mr. Mayhall requested the Commission review the information and contact the DDD office with any comments or suggestions.

Main Street Developments – The Commission viewed, via Power Point, aerial photographs indicating the location of the each proposed Main Street development, as well as renderings of each project. Each Commissioner received a copy of the newspaper articles. Mr. Richard Preis briefed the Commission on the transactions that will take place for the proposed development. Mr. Preis will be partnering with a South Carolina firm to construct a Hampton Inn & Suites on the corner of Main and Lafayette Street. Currently the hotel will have approximately 150 rooms and 150 parking spaces have been secured in the LaSalle parking garage. Financing is secure and construction is scheduled to commence in late spring 2011. Mr. Preis will also continue to pursue residential development projects in the downtown area.

438 Main Street – The Commission viewed, via Power Point, aerial photographs indicating the location of the proposed residential development. Mrs. Helena Cunningham informed the Commission that she and her husband Kevin Cunningham have partnered with Norman Chenevert Development Company, Chenevert Architects and Liberty Bank & Trust to purchase the building at 438 Main Street. The building will be converted into a 22 residential unit development consisting of 16 one-bedroom and six two-bedroom units. Three of the units will be secured for low income residents. The project has been awarded a state grant and will be a mixed-income development. The anticipated closing date is January 2011 and construction is expected to commence soon thereafter with a 12 month construction period. Mr. Chenevert congratulated the Cunningham's for their success in securing the funds. Discussions are underway regarding the use of the Galvez Parking garage for residential parking.

River Center Library – The Commission viewed, via Power Point, photographs of libraries throughout the country. Each Commissioner received a copy of the newspaper articles. Mr. David Farrar informed the Commission that the library board of control voted to build a new library building downtown. The board is presently gathering information for drafting the scope of services, the information will be submitted to DPW and architectural services. The Metropolitan Council will vote on the item in December 2010. Mr. Farrar thanked everyone involved in the downtown library efforts.

324, 326, 334 Third Street Properties –The Commission viewed, via PowerPoint, a photograph of the exterior of the properties, a listing of available incentives for Third St. properties and an event flyer. Each Commissioner received a copy of the newspaper article. Mr. Rhorer informed the Commission that the Moyse and Simmons family are taking bids on the properties through Oct. 15, 2010. On Tuesday, Oct. 12 at 12noon the Foundation for Historical Louisiana with the Louisiana Division of Historic Preservation is hosting a luncheon that will take a close look at the potential of the Third Street buildings offered for sale by Baton Rouge Realty Company. Join them as they explore the history of the buildings (one the home of Latil's for 75 years), architecturally appropriate facade designs, and those ever important State and Federal historic tax credits available to the potential developer.

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DDD Projects Update – The Commission viewed, via PowerPoint, a photograph of the proposed North Blvd. Town Square (NBTS) Repentance Park and flower pots. Mr. James Andermann briefed the Commission on the following projects:

NBTS – Joint Venture team presented 75% construction documents in September 2010 and 100% CD's are due October 18, 2010. Construction bidding will take place on October 29, 2010.

Repentance Park – City of Baton Rouge selected Reed Hilderbrand for the consultants of Repentance Park. The DDD is in the process of drafting documents for the scope of work and will begin negotiations to execute the final contract.

Downtown Beautification – The Downtown Business Association, Downtown Development District, Department of Public Works & Keep Baton Rouge Beautiful have joined together to create *30 on the 30th* - Oversized Flower Pot Plantings in the Downtown area. On October 30, volunteers will plant greenery in the thirty flower pots that are located throughout the downtown area. Mr. Robert Poole, Hilton, informed the Commission that he is excited to be a part of this project and thanked the sponsorships involved.

New Downtown Businesses – The Commission viewed, via Power Point, a photograph of the exterior of the buildings. **Sadaf Café** – Greek and Lebanese restaurant located at 321 North Blvd. is scheduled to open in November.

Lake Quick Care – Scheduled to open Oct. 19th and operating hours are Monday – Friday 8am – 6pm.

Mr. Van Mayhall introduced and welcomed new commissioner, Mr. Danny Montelaro, president of Regions Bank.

Events – The Commission viewed, via PowerPoint, the logos for the following events. Each Commissioner received flyers on the events. Mr. Rhorer briefed the Commission on the following events.

- Hollydays & Hollydays Hustle
- Louisiana State Museum Lunchtime Lagniappe
- White Cane Safety Day – Oct. 14
- Fleur Du Jour Holiday Open House – Oct. 15 & 16
- Grand Day – Oct. 17
- Old Governor's Mansion – Oct. 21
- Downtown Walks / Runs
- USS Kidd – Oct. 30 Fundraiser
- LSU Museum of Art
- Live After Five Concert Series
- Sunday in the Park
- Manship Theatre Events
- River Center Events

7. Ongoing – **Center for Planning Excellence (CPEX)** – Ms. Rachel DiResto expressed that the proposed development by Richard Preis is an example of the recommendations of Plan Baton Rouge I & II.

- **BREADA** – The Commission viewed, via PowerPoint, a photograph of BREADA’s logo. Ms. Darlene Rowland informed the Commission of the following:
- Louisiana Purchase Cards will be accepted at the markets beginning Thursday, Oct. 14, 2010.
- Saturday, November 6th marks the 14th anniversary of the Red Stick Farmer’s Market and 8th anniversary of the Main Street Market.

8. **Correspondence** – There was no correspondence.

9. **Public Comment**

- Councilwoman Tara Wicker encouraged everyone to participate in the Take Back 10 No Fear Community Action Meeting schedule Tuesday, October 12, 6:00 p.m. at Dufroq Elementary
- Ms. Lani Guilbeau encouraged everyone to attend the Fleur Du Jour open house, Friday October 15 and Saturday, October 16, 2010, located at 640 Main Street.
- Mr. Paul Arrigo, CVB, announced that the Museum Association Convention will be held in Baton Rouge this week.
- Mr. John Smith announced that the Baton Rouge Brotherhood and Sisterhood awards ceremony will be celebrated on November 11, 2010 at the Hilton. The honorees this year are Jack M. Weiss, chancellor of the LSU Paul M. Hebert Law Center and Mr. Derek Gordon, Arts Council.
- Jeff Michie introduced himself as the new vice president / general manager of the Belle of Baton Rouge.
- Mr. Francis Grayson introduced Michael Nelms, director or sales for Indigo Hotel. Mr. Nelms expressed his excitement to be a part of downtown growth.
- Ms. Mary Durusau, Old State Capitol, announced the new exhibit at the Old State Capitol “River Capitol A History of Baton Rouge” – Opening reception for the exhibit is Tuesday, Oct. 19 from 5pm – 7pm
- Dave Briggs, Shaw Center for the Arts, announced “Music at Mid-Day” – A free lunchtime concert on the 4th floor River Terrace at Shaw Center for the Arts. The concerts will be held Wednesday’s beginning in November and continuing through May 2011.
- Brooke Barnett, Junior League, encouraged everyone to participate in the Hollydays Hustle 5K on October 14 and visit Hollydays at the River Center October 13 – 16, 2010.
- Johnathan Walker informed the Commission that Shammy’s Carwash is open at 1351 Nicholson.

Meeting adjourned.